Report on New Bus for West Yorkshire Consultation

March 2015

First

Contents

Executive Summary 3

Introduction 5

The Proposal 6

The New Routemaster in London 7

The Consultation 7

Results 8

- Overall opinion 8
- Layout: entrances and exits 9
- Layout: staircases 10
- Seating 11
- Overall look of interior 12
- Audio-visual announcements 13
- Air conditioning v opening windows 14
- Smartcards 14
- Punctuality 15
- Practicality 15
- Verbatim Comments 15

Conclusions and Next Steps 16

Appendices 17

- A – Consultation with MPs, Councillors and Council Officers 17
- B – Public Consultation 18
- C – NBfWY Survey 19
- D – NBfWY Information Booklet 21
- E – NBfWY Image front view 23
- F – NBfWY Image rear view 24
- G – Media coverage sample - Halifax Courier 25

1.0 Executive Summary

- The New Bus for West Yorkshire proposal is a package of measures designed to achieve a radical improvement to bus services in the region. This includes the introduction of new iconic vehicles (**similar in concept to the 'New Routemaster' used in London**), smart ticketing and aligning investment with infrastructure improvements to tackle congestion hotspots.

- It is designed to bring greater efficiency to bus use within West Yorkshire; speeding up bus journeys by minimising the time spent waiting for passengers to board and alight.

- The consultation results show that, of those surveyed, 77% of respondents said that they would consider using First bus services more if the NBfWY proposal were to be introduced.

  Other key findings include:

  - On all measures, the percentage of respondents who rated the features **'very good' increased significantly** when asked about the new bus compared to current buses

  - **85%** of respondents thought that the layout of the proposed new bus was **either 'good' or 'very good'.**

  - **95%** of people were in favour of **next stop information**. Respondents commented that audio-visual announcements would increase their bus use by giving them more confidence to travel independently and on unfamiliar routes.

  - Many respondents were strongly in favour of the **smartcard** aspect of the proposal, noting that it would contribute to a great improvement in journey times.

- In line with the strong public desire for audio-visual next stop announcements, First is working in partnership with another operator and the Confederation of Passenger Transport and has launched the trial of a smartphone app that will deliver this information.

- Working together with the West Yorkshire Combined Authority (WYCA), the next stage of smartcard rollout will commence in 2015/16. West Yorkshire now has the most comprehensive smartcard system outside of London, with over half a million smartcard customers making over one million smart transactions per week.

- First is working closely in partnership with Wrightbus, the manufacturers of the New Routemaster, and together they will produce a design illustration of what the new bus aspect of the proposal could look like, based on the public specification preferences revealed in the consultation. First will also feed back the results of the survey to consider with Wrightbus how they can inform future bus design.

- A number of respondents said they were frustrated about current bus reliability and suggested more needed to be done to reduce congestion. Working in partnership, First aims to align vehicle investment with infrastructure improvements through the West Yorkshire Transport Fund to tackle this problem.

- The NBfWY proposal is focused on improving bus services across West Yorkshire as a whole. Over the last two years, First and other bus operators in the county have been negotiating with Metro to establish a bus partnership agreement, as successfully implemented in South Yorkshire in Sheffield and Rotherham. Proposals have been presented and First is collaborating with its partners to reach agreement before it makes long term, significant investment decisions in its services.

- Once a partnership framework is in place and there is clarity on WYCA's medium to long term Bus Strategy, First will work with partners to identify a potential corridor for a New Bus for West Yorkshire pilot operation. It is envisaged that a trial will take place, to allow the concept to be refined for further applications.

- Roll out of further corridors and the significant investment this would entail would be dependent on the success of a trial and also on the plans by WYCA for bus operations in the county. If the pilot is successful and the Authority's plans provide a supportive environment for significant investment, the roll out would be phased with the initial tranches to be completed over a five year period.

2.0 Introduction

This report analyses the results of First's consultation on the New Bus for West Yorkshire (NBfWY) proposal.

The New Bus for West Yorkshire proposal is a package of measures designed to achieve a radical improvement to bus services in West Yorkshire. This includes the introduction of new iconic vehicles (similar in concept to the 'New Routemaster' used in London), smart ticketing and aligning investment with infrastructure improvements through the West Yorkshire Transport Fund to tackle congestion hotspots.

The NBfWY proposal is designed to bring greater efficiency to bus use within West Yorkshire; speeding up bus journeys by minimising the time spent waiting for passengers to board and alight. The proposal aims to make bus use more attractive, increasing the number of bus users by being able to offer a high quality, reliable service that allows the growing population to travel more easily between destinations by public transport. First is confident that bus use can be increased further, limiting the growth in congestion and cutting carbon emissions and pollution across West Yorkshire, in line with the West Yorkshire Transport Plan's objective of achieving better air quality across the county.

Between August and December 2014, First consulted with politicians, business, special interest groups, community organisations and the public over the proposal, including a one-off event with Guide Dogs in February 2015 (see appendices A and B for details of locations and attendees). The consultation process involved meetings with MPs, councillors and council officers, as well as a tour of the new Routemaster across West Yorkshire. This gave the public a chance to see the bus, learn about the package of measures and provide feedback. Surveys were available to complete at each event as well as online (see appendix C for a copy of the survey).

One of the key aspects of the consultation was to gauge the public reaction to the proposed new bus, as it may be that the London design specification on show in the display vehicle is not suited to the needs of West Yorkshire public transport. First would like to thank TfL and Wrightbus for the use of the vehicle, which enabled these consultation events to take place.

The report is based on analysis of the online and paper surveys, of which there were 821 in total[1], as well as the feedback given by the politicians and other stakeholders who had a chance to view the bus and discuss the proposal. Any statistics given refer only to those obtained through the analysis of the public survey results.

The purpose of the consultation was to assess public opinion on the NBfWY proposal, as its delivery is conditional in part upon a positive reaction from the public. The consultation found that 76.5% of respondents said that they would consider using the bus more if the proposal was introduced, and the response from both local politicians and the public was strongly supportive.

The proposal is focused on improving bus services across West Yorkshire as a whole. Over the last two years, First and other bus operators in the county have been negotiating with Metro to establish a bus partnership agreement, as successfully implemented in South Yorkshire in Sheffield and Rotherham. Proposals have been presented and First is collaborating with its partners to reach agreement before it makes long term, significant investment decisions in its services.

[1] There were 821 completed surveys in total; 431 on paper and 390 online

3.0 The Proposal

The New Bus for West Yorkshire proposal includes three elements: new buses, smart ticketing and aligning investment with infrastructure improvements to speed up journeys. These are explained in more detail below:

3.1 New Buses

The proposed new bus is a 21st century version of the iconic London Routemaster.

Benefits of the new London Routemaster include: faster boarding; facilitated by up to three doors to allow for multi entry and exit alongside two staircases to enhance movement within the bus; ease of access for disabled passengers and those with pushchairs provided by the automatic ramp at the middle door, and a cleaner engine. The latest hybrid technology delivers a more advanced engine than those currently used in hybrid buses in West Yorkshire, and a 47% reduction in CO_2 compared to diesel buses. First is confident that the new buses would also have a positive impact on air quality driven by modal shift and the associated reductions in congestion.

3.2 Smart Ticketing

Working in conjunction with the West Yorkshire Combined Authority (WYCA) and other operators, First has already begun the first phase of its smartcard rollout. It has invested £2.5 million in smart card ticketing; allowing passengers with M (multi-operator) cards to touch them on entry, and has also recently launched a mobile app that allows passengers to use their mobile phones as bus tickets.

First is committed to continuing to work in partnership to deliver further enhancements to MCard. West Yorkshire now has the most comprehensive smartcard system outside of London, with over half a million smartcard customers making over one million smart transactions per week. The next stage of smartcard rollout will commence in 2015/16.

On the proposed new bus there would be a card validator at each door so as to greatly speed up journey times. This would address the problem that, on average, about one third of a bus' journey time is spent at bus stops as people get on.

3.3 Speeding up bus journeys

One of the main problems facing buses is traffic congestion where buses have no priority over other vehicles.

As part of the NBfWY proposal, First would align itself with the West Yorkshire Plus Transport Fund's plans for significant investment to reduce congestion across West Yorkshire through bus priority and targeted management of the highway for buses and all traffic.

NBfWY would be introduced on the busiest routes first in Leeds and then extended to other parts of West Yorkshire. First would pay for the buses, with no financial risk to local taxpayers.

4.0 The New Routemaster in London

The New Routemaster was introduced in London in February 2012 with great popular public support. On the busier Central London routes, the bus runs with a conductor for most of the day. Conductors do not collect fares but supervise the rear platform, ensuring passenger safety when hopping on or off and providing travel advice. When conductors are not present, the rear doors are operated by the driver.

Passengers using contactless payment or oyster card (a smart card that allows passengers to pay by touching travelcard readers) can use any of the three doors to board whereas passengers with any other sort of ticket must board the front door to show these to the driver.

5.0 The Consultation

The consultation was held between August and December 2014. As detailed in appendices A and B, First visited a large range of accessible locations across West Yorkshire to allow as many people as possible the opportunity to view the new bus. First started by arranging meetings with local politicians in each district, and then began the public consultation at the end of September.

In advance of the public events, First consulted internally with its staff. The vehicle went to all of the depots across West Yorkshire with hundreds of employees having the opportunity to view the bus and provide their feedback. Overall, the New Bus was very well received amongst staff. The main concerns were in relation to revenue protection, for example, the ability to collect fares and check travel validity. There was also concern about room for pushchairs and the potential abuse of the emergency exit button.

For the public consultation, venues were chosen in each district with a large footfall, so as to attract the maximum number of passers-by. Events were advertised in advance through local press releases and on the NBfWY twitter feed and web page, as well as by informing local councillors and MPs through email.

First also held a one-off event with Guide Dogs in February 2015, to consult about how the proposal would meet the needs of visually impaired passengers.

The story received widespread media coverage across West Yorkshire including in the Yorkshire Evening Post, Halifax Courier, Huddersfield and Examiner and the Bradford Telegraph and Argus, as well as interviews on BBC radio and Look North (see appendix G for an example of such coverage).

First would like to thank all of the local authorities and businesses who allowed the use of their premises for their cooperation in making it possible to hold these events.

Hard copies of the survey were available to fill in at each event and the survey was also open to be completed online until the end of December (a copy of the survey can be found in appendix C).

Hundreds of people turned out to the public consultation events and although not everybody chose to complete a survey, many stopped to chat about the bus and the wider proposal and provide feedback.

In total, over 1,200 people came to see the new bus.

6.0 Results

6.1 Overall opinion

Overall, there was a strong positive reaction to the NBfWY proposal, with **76.5%** of respondents saying that they would consider using the bus more if the proposal was to be introduced[2]. One response indicative of this widespread support was; *"Really good. Makes me want to get the bus more"*.

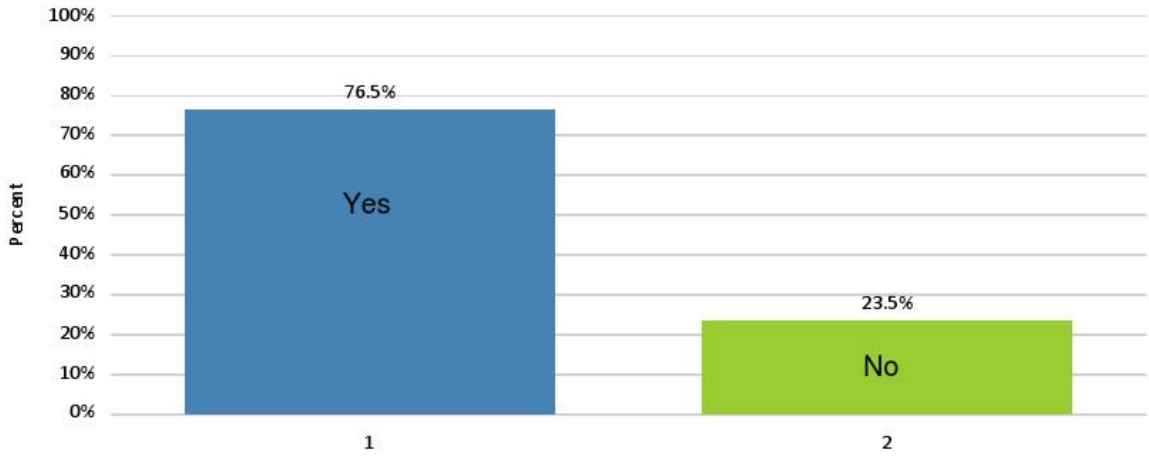
Local politicians were very positive about the idea, with many enthusiastic to see the bus introduced in their area and referring to the vehicle as a 'head turner'. The public were similarly impressed, with one member commenting:

"This is a super vehicle; I think it should be the future of West Yorkshire."

Many respondents commented that the bus looked excellent and hoped that it would encourage more bus users. Frequent positive comments were made about the overall appearance and use of space. These comments are reflected in the survey results, which found that 52.7% of respondents thought that the overall look of exterior was 'very good' on the new bus, compared with only 11.5% thinking that about current buses in West Yorkshire. There was a positive reaction to the hybrid technology of the New Bus, with one respondent commenting, *"Reduced carbon emissions are a plus"*. A more detailed analysis of the specific features of the bus can be found in the subsequent sections.

Of those who were less positive, most were not against the proposal in itself, but thought that the focus should be on improving bus service frequency and reliability.

1.1 If the NBfWY proposal was to be introduced, would you consider using First bus services more often?



6.2 Layout: entrances and exits

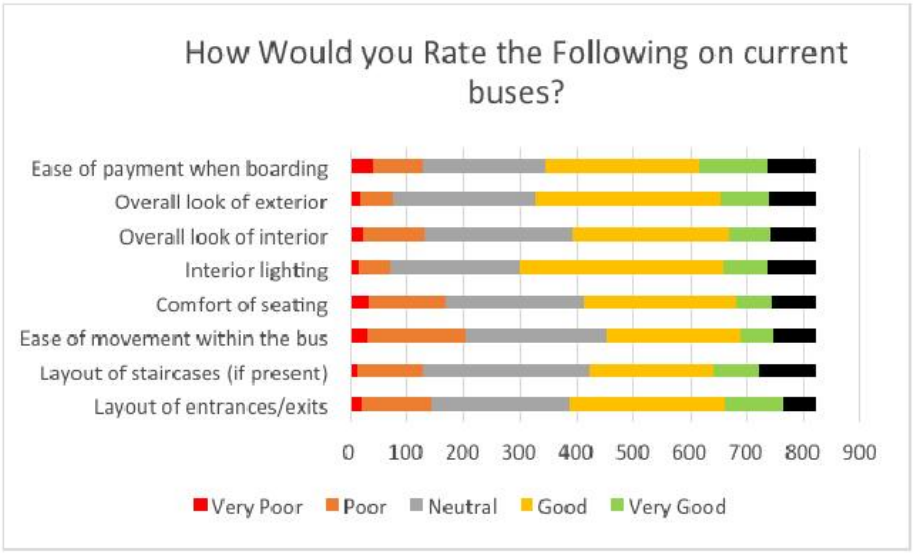
There was strong support for the layout of the new bus with its multi entry and exit points. When asked to rate the layout of entrances and exits on current buses in West Yorkshire, less than half of

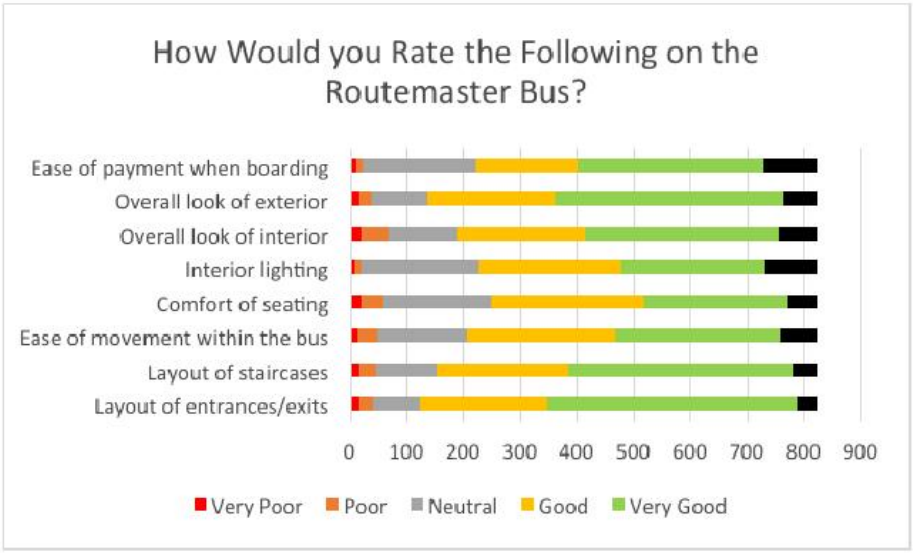
[2] It is important to note that for those who said they would not use the bus more, there were many who detailed that this was because they already used the bus everyday currently.

respondents (49.5%) rated it positively (good or very good). This compared to **84.5%** when asked about the proposed new bus, with the **proportion of those describing the layout as 'very good' also significantly higher** than the proportion who said this of the current buses **(56% compared to 13.4%).**

Although many people liked the idea of multi entry and exits, this was also accompanied with some queries in relation to revenue protection, for example, the ability to collect fares and check travel validity.

1.2 How would you rate the following:





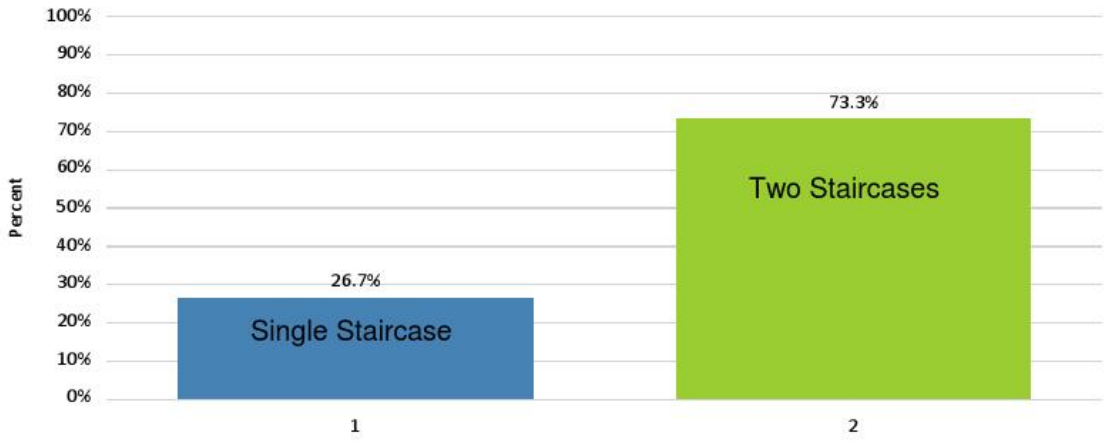
As the above graphs (1.2) show, **on all indicators the new bus was rated 'very good' in a far larger proportion than current buses.**

6.3 Layout: staircases

When asked to rate the layout of staircases, a far larger proportion of respondents rated this positively on the new bus compared to current buses. Only 41.2% of respondents thought that the layout of staircases at present was 'good' or 'very good'. This is in comparison to **a large majority of 80.3% of respondents who ranked the staircase layout on the new bus positively**. Breaking this down further, only 11.1% of respondents thought that the layout of staircases on present buses was 'very good', compared to **50.8%** in the case of the new bus, with one respondent exemplifying this mood by commenting that having two staircases would be *"terrific"*.

When given the choice between one staircase or two, **73.3%** of those surveyed said that they would prefer two, as demonstrated in the 'New Routemaster' on display.

1.3 Single staircase or Two staircases



There were some concerns over the safety of having a rear staircase with an open rear door, and also questions over the trade-off between staircases and downstairs seating (see further explanation in seating section below).

1.3 Image of Rear Staircase

6.4 Seating

This was the area of the vehicle layout in which there was most feedback from the public. Although the majority of respondents said that they would prefer two staircases and preferred the layout of the new bus, one of the most frequent matters raised was the impact that the two staircases and three doors had on reducing the capacity of downstairs seating; *"The two staircase layout meant that the amount of seating seemed restricted downstairs."*

The capacity for the model on display is 62 seated, 25 standing, maximum capacity 87. A typical double-deck bus in West Yorkshire today accommodates 66 seated and 22 standing.

Recurring comments also included too much of the downstairs seating being too high for the elderly and how this might reduce accessible seating, as well as problems of taller passengers not being able to stand up easily in these seats to get down into the aisle. Similarly, the low ceiling height on the upper deck was noted as being restrictive. Many people also commented on the narrowness of the aisle downstairs and that it might be inaccessible for wheelchairs and guide dogs, with visually impaired passengers especially noting the double seat at the front of the bus which protrudes into this space. The issue of space was also raised in terms of a question of lack of capacity for luggage, with various respondents asking whether there was a possibility for more storage.

Views from wheelchair users were finely balanced on the new bus, with some commenting that the central pole in the wheelchair space may reduce manoeuvrability, however others noting the ease of accessibility in getting on and off of the bus.

A frequent request from the public consultation was that there ought to be more pushchair and wheelchair space, as well as clearly marked priority seating. Visually impaired passengers raised concerns about the priority seating in respect of the lack of space for guide dogs, and suggested greater use of fold-down seats.

Comments were also made that seats facing each other would encourage people to put their feet up, and indeed most who commented seemed to be in favour of a larger proportion of forward facing seats.

1.5 Image of downstairs seating

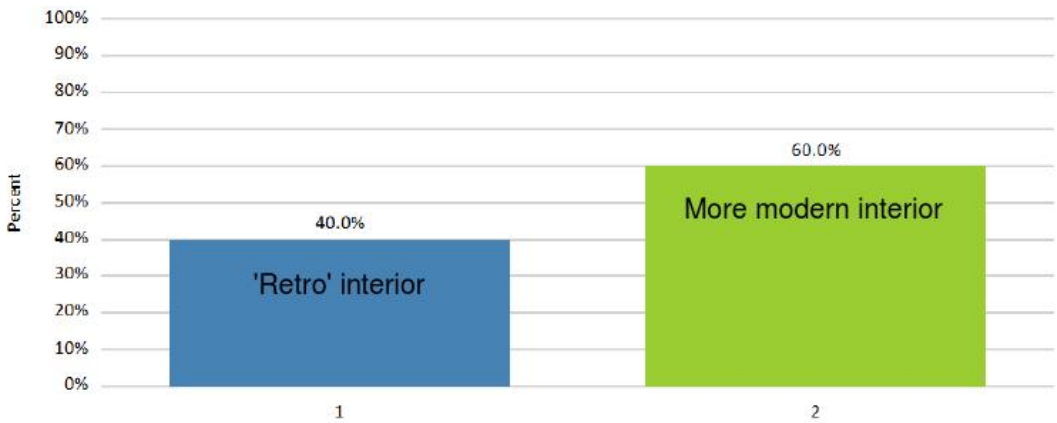
6.5 Overall look of interior

75.3% thought that the overall look of the interior of the new bus was either '**good' or 'very good'**. This is in comparison to 55.6% who thought the same of current buses. However, when asked to **choose between the 'retro' interior** as seen in the bus displayed or a more modern interior, 60% favoured the latter.

Of the comments against the retro look, common themes were that it appeared too dark and there was a preference for lighter, brighter colours. Some respondents also felt that **the retro 'London'** look did not have sufficient resonance with passengers in West Yorkshire. There was a fine balance between respondents requesting leather seats, and those who were enthusiastic about the retro moquette style.

Another prevalent comment with regards to design was from visually impaired passengers, who suggested that the panels, seats, handrails and floor should all have a stronger colour contrast, possibly with the poles using stripes rather than just one colour to assist movement. There was a positive reaction in general to the amount of poles inside the bus from visually impaired passengers, although concern was raised about the pole on the rear platform being a hazard to those unfamiliar with the layout.

1.6 Image of upstairs seating with retro moquette seats

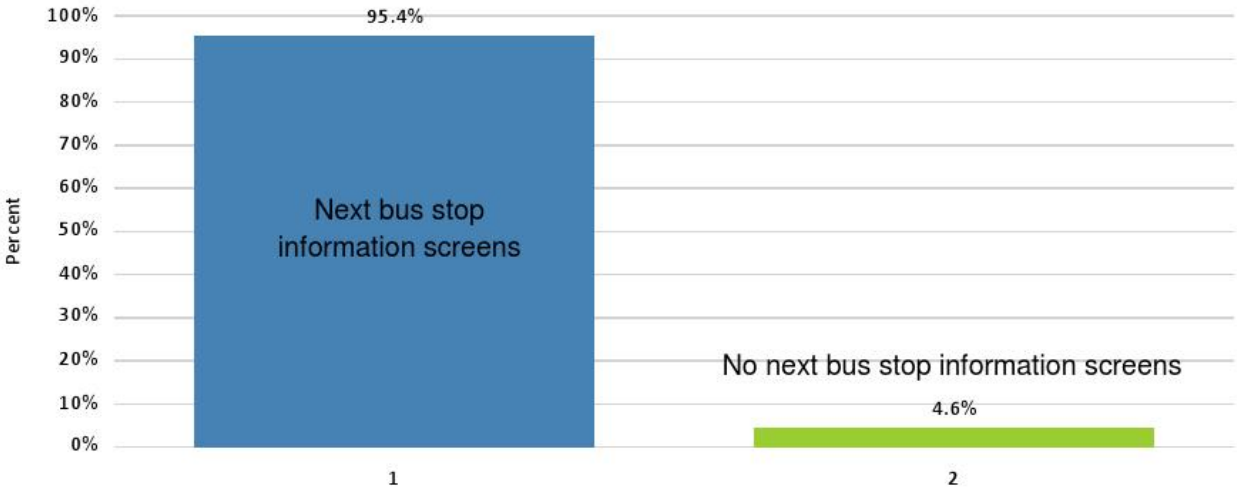


1.7 Retro Interior or More Modern Interior

6.6 Audio-visual Announcements

The response for 'next bus stop' information screens was overwhelmingly in favour, with 95.4% of respondents saying they would prefer to have them. There was also a strong majority (69%) in favour of audible next stop announcements.

1.8 Next bus stop information screens or No next bus stop information screens



Many of the comments on this issue were from visually impaired and deaf people, who said that to have such announcements would make the bus greatly more accessible for them. Many of these respondents recounted their experiences of having missed bus stops due to the lack of audio-visual announcements on current services.

"If buses had an audio-visual display it would be easier for me to travel independently on the bus and I would use buses more frequently as I know I would be able to get off at the correct stop without having to rely on the driver to remember or passengers to help."

"Audible next stop information is essential to enable blind people to travel independently, stress-free and safely."

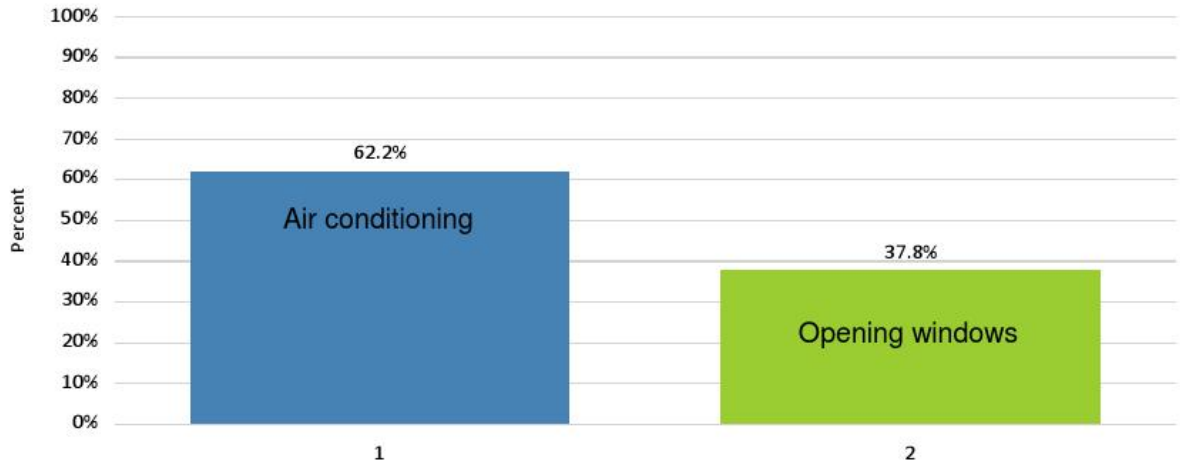
Of those who commented on this matter, there were an equally large amount of responses from non-visually or hearing impaired people who said that having audio-visual announcements would make them use the bus more as they would have more confidence travelling on unfamiliar routes, with one respondent saying they would *"encourage me to take the bus when travelling to new places"*, a response that was reflective of many of the comments given.

Numerous comments referred to the prevalence of such announcements in London and abroad, commenting that this improved the ease of use of public transport, and would be useful both for visitors to West Yorkshire, and those who use the bus less frequently:

"Audio visual announcements are an absolute must."

6.7 Air conditioning v opening windows

1.9 Air conditioning or Opening windows



The majority of the respondents (62.2%) were of the view that the new bus should have air conditioning rather than opening windows. It is noted that the actual Routemaster is fitted with Air Cooling rather than Air Conditioning.

6.8 Smartcards

Of those surveyed, 65.9% said that they had used a smartcard system before.

The question asking respondents to rank their most preferred option of payment out of cash, mobile ticket and smartcard seemed to be one that was misunderstood by numerous respondents, with people ticking simply one box, rather than ranking the three.

Of those who ranked the smartcard as a method of payment, 64% said it would be their most preferred option. Indeed this is reflected in the comments, in which many note their successful experience of using an 'oyster' card in London, and the significant ease that this brought to their public transport experience. Many respondents commented strongly in favour of the smartcard aspect of the proposal, noting that it would be a great improvement to journey times.

"People paying cash for their tickets is very very slow and journey times would be massively improved at peak times if everyone had an oyster card style ticket. Without doubt there should be a cashless system implemented to avoid queues."

However, the point was raised by numerous respondents that cash payments should not be phased out completely, for example, for the benefit of the elderly who may not be able to use a cashless payment system, and also for those 'ad hoc' bus users, who would not possess such a card. Numerous respondents also requested for the technology to use contactless payment cards to pay the bus as is possible in London.

6.9 Punctuality

Of those surveyed who thought that punctuality was an issue for bus services across West Yorkshire, the majority (58.5%) attributed this to volume of traffic. As part of the NBfWY proposal,

First would align investment with the West Yorkshire Plus Transport Fund, which plans significant improvements to reduce congestion across West Yorkshire, and as such improve punctuality by increasing priority for buses on numerous routes.

A considerable proportion (37.8%) of respondents believed that punctuality issues were due to other passengers, for example increasing waiting time through purchasing tickets. The public's desire for smartcard roll out (as described above) would greatly help to reduce this time and speed up bus journeys, as would the multi entry and exit points feature on the proposed new bus, which aims to combat the problem of passengers wanting to board having to wait for passengers to alight first.

"On many rush hour journeys, the time spent while passengers queue to board one at a time and buy tickets or show their passes, and then file out on reaching the city centre, adds a massive proportion to the overall journey time. This plan sounds ideal for minimising that, so most of the time on the bus is spent actually moving."

Overall, most respondents recognised that the multi-doors and two staircases, combined with smartcard ticketing, would greatly improve bus travel across West Yorkshire in terms of ease and efficiency.

6.10 Practicality

One of the concerns of local politicians, and also of some respondents in the public consultation, was of practicality. This was an issue raised by many councillors in the more rural parts of West Yorkshire, who had worries over the capability of the bus on steep hills and its manoeuvrability on tight routes.

The NBfWY proposal is based on the vehicle getting best use in high volume urban corridors where it can provide an attractive alternative to cars and deliver modal shift, helping to reduce congestion and air pollution.

Another question of practicality raised in the consultation was about the experience of air cooling by passengers who had used the New Routemaster in London, some of whom commented that on a hot summer's day they would have liked it be supplemented by opening windows so they had the option for fresh air in such circumstances.

6.11 Verbatim Comments

Over 500 comments were received in the surveys and the above results analysis is representative of these. It has endeavoured to include majority opinion on each issue as well as individual and common concerns that were highlighted through the feedback. A copy of the comments received can be made available upon request.

7.0 Conclusions and Next Steps

- In line with the strong public desire for audio-visual next stop announcements, First is working in partnership with another operator and the Confederation of Passenger Transport and has launched the trial of a smartphone app that will deliver this information.

- Many respondents raised concerns about current bus journey times and acknowledged that the introduction of smartcards would greatly help this problem by reducing boarding time.

- Working together with the West Yorkshire Combined Authority (WYCA), the next stage of smartcard rollout will commence in 2015/16. West Yorkshire now has the most comprehensive smartcard system outside of London, with over half a million smartcard customers making over one million smart transactions per week.

- First is working closely in partnership with Wrightbus, the manufacturers of the New Routemaster, and together they will produce a design illustration of what the new bus aspect of the proposal could look like, based on the public specification preferences revealed in the consultation. First will also feed back the results of the survey to consider with Wrightbus how they can inform future bus design.

- A number of respondents said they were frustrated about current bus reliability and suggested more needed to be done to reduce congestion. Working in partnership, First aims to align vehicle investment with infrastructure improvements through the West Yorkshire Transport Fund to tackle this problem.

- The NBfWY proposal is focused on improving bus services across West Yorkshire as a whole. Over the last two years, First and other bus operators in the county have been negotiating with Metro to establish a bus partnership agreement, as successfully implemented in South Yorkshire in Sheffield and Rotherham. Proposals have been presented and First is collaborating with its partners to reach agreement before it makes long term, significant investment decisions in its services.

- Once a partnership framework is in place and there is clarity on WYCA's medium to long term Bus Strategy, First will work with partners to identify a potential corridor for a New Bus for West Yorkshire pilot operation. It is envisaged that a trial will take place, to allow the concept to be refined for further applications.

- Roll out of further corridors and the significant investment this would entail would be dependent on the success of a trial and also on the plans by WYCA for bus operations in the county. **If the pilot is successful and the Authority's plans provide a supportive environment** for significant investment, the roll out would be phased with the initial tranches to be completed over a five year period.

Appendix A - Consultation with MPs, Councillors and Council Officers

Location	Date	Attendees
Leeds	Wednesday 6th August	Gwyn Owen (Projects Manager, Leeds City Council) Stuart Andrew MP (Cons; Pudsey) Cllr Jonathan Bentley (Lib Dem; Weetwood) Cllr Susan Bentley (Lib Dem; Weetwood) Cllr Barry Anderson (Cons; Adel & Wharfedale) Cllr David Blackburn (Green; Leader of group, Farnley and Wortley) Cllr Ronald Grahame (Lab; Burmantofts and Richmond Hill) Cllr Ryk Downes (Lib Dem; Otley and Yeadon) Cllr Asghar Khan (Lab; Burmantofts and Richmond Hill)
Bradford	Thursday 7th August	Craig Williams (on behalf of Julian Jackson, Asst Director Planning and Transport, Bradford) Cllr John Pennington (Cons; Bingley) Cllr Martin Love (Green; Leader of the group and Chair of the Environment and Waste Management Overview and Scrutiny Committee)
Huddersfield	Friday 8th August	Joanne Waddington (Principal Engineer, Kirklees Council) Andrew Rawlinson (Kirklees Urban Traffic Control) Cllr Julie Stewart-Turner (Green, Newsome) Cllr Phil Scott (Lib Dem, Almondbury) Jack Berry (On behalf of Cllr Dennis Ripley, Dewsbury) Clifford Stead (Leeds Civic Trust)
Halifax	Friday 8th August	Cllr Stephen Baines MBE (Cons; Northowram and Shelf – Leader of the Council) Cllr David Kirton (Cons; Hipperholme and Lightcliffe) Cllr Peter Caffrey (Cons, Northowram and Shelf)

Appendix B - Public Consultation Events

Location	Date
Calderdale	
Halifax Town Centre	Friday 26th September
Halifax, Eureka	Saturday 27th September
Brighouse Town Centre	Friday 17th October
Hebden Bridge	Friday 17th October
Kirklees	
Huddersfield Royal Infirmary	Tuesday 21st October
Huddersfield Town Centre, Public Library	Monday 27th October
Huddersfield Town Centre, St George's Square	Tuesday 28th October
Bradford	
Bingley Inclusion and Access Conference	Wednesday 10th September
Keighley Bus Museum	Sunday 28th September
Bradford City Park	Saturday 1st November
Shipley Town Centre	Thursday 6th November
Asda, Rooley Lane	Friday 7th November
Morrisons, Five Lane Ends	Friday 7th November
Shipley Town Centre	Thursday 13th November
Leeds	
Tesco, Seacroft	Tuesday 4th November
Hunslet Morrisons	Wednesday 5th November
White Rose Shopping Centre	Wednesday 5th November
St James' Hospital	Tuesday 11th November
Crossgates Shopping Centre	Wednesday 12th November
Dewsbury Bus Museum	Sunday 16th November
Morrisons Kirkstall	Monday 17th November
Asda Holt Park	Thursday 20th November
Roundhay Park	Sunday 23rd November
Woodhouse Moor	Thursday 27th November
Roundhay High School	Monday 1st December
City Centre, Victoria Gardens	Friday 19th December
Hunslet Park Depot – consultation with representatives of Guide Dogs	Tuesday 24th February 2015

Section 3

The NBfWY proposal includes the introduction of smart card ticketing, similar to the Oyster card in London.

Have you ever used a smart-card system? e.g. MCard, a concessionary pass or oyster card (Please tick the box that applies)

☐ Yes ☐ No

Please rank from "1 – 3" with "1" meaning most preferred and "3" meaning least preferred, which of these payment types you would prefer to use?
(Please write one number in each box)

Cash ☐
Mobile ticket ☐
Smart card ☐

Section 4

If the NBfWY proposal was to be introduced, would you consider using First bus services more often? (Please tick the box that applies)

☐ Yes ☐ No

Any other comments about the NBfWY proposal?

_____
_____
_____
_____

Section 5 (this section is optional)

What is your age? (Please tick the box that applies)

☐ Under 18 ☐ 35 – 44 ☐ 55-64
☐ 18 – 24 ☐ 45 – 54 ☐ 65+
☐ 25 – 34

About you:

Postcode: _____

If you would be willing for us to follow-up at a later date with further consultation, please provide:

Name: _____ Email address: _____

Privacy Statement:
Your answers to the above questions will be analysed by FirstGroup and will be used to help inform the development of new vehicles and features in West Yorkshire. All data will be anonymised and will not be passed on to any third party. Your name and email address – should you choose to disclose that information – will be separated from the data sample and used only for follow up by us in response to any specific comments.

For more information please visit our website
www.firstgroup.com/nbwy follow us @NewBusWestYorks

New Bus for West Yorkshire

Survey

We want to know your views

First

New Bus for West Yorkshire Survey

Introduction

We are consulting with the people of West Yorkshire on our proposal to improve the way we deliver bus services through:

1. smartcard ticketing, similar to the Oyster card in London
2. working with our partners to speed up journey times
3. multi-door buses to reduce time at bus stops
4. introducing new environmentally friendly buses similar to the "New Routemaster"

Do you currently use the bus? (Please tick one box that applies)

- ☐ Yes, more than three times per week
- ☐ Yes, more than once a week (but less than three times a week)
- ☐ Yes, more than once a month (but less than once a week)
- ☐ Yes, occasionally – once a month or less
  If yes, please go to section 1
- ☐ No
  If no, please go to section 2

Section 1

When you travel by bus, which type of ticket(s) do you usually purchase?
(Please tick all the boxes that apply)

☐ Single Journey	☐ FirstMonth ticket	☐ Student Pass
☐ Return Journey	☐ FirstYear ticket	☐ Group Day Ticket
☐ FirstDay ticket "Day Rider"	☐ Multi-Operator (e.g. Metrocard)	☐ First Corporate Travel Club
☐ FirstWeek ticket	☐ Concessionary Pass	☐ Don't know

☐ Other (Please describe below):

_____

_____

How do you purchase your tickets?

☐ Cash ☐ Mobile Phone ☐ Both ☐ Other

How would you rate current bus punctuality? (Please tick the box that applies)

☐ Very Good ☐ Good ☐ Neutral ☐ Poor ☐ Very Poor

If punctuality is an issue, what are the most common reasons for the delay?
(Please tick all boxes that apply)

☐ Road works	☐ Traffic lights
☐ Volume of traffic	☐ Unsure
☐ Other passengers (purchasing tickets, receiving advice from driver etc.)	☐ Other

If appropriate, please describe below:

_____

_____

_____

Which service(s) do you use most regularly? (Please provide the route number of any relevant services)

_____

_____

_____

How would you rate the following? (Please tick the box that applies for each row)

Buses you currently use:	Very Good	Good	Neutral	Poor	Very Poor
Layout of entrances/exits	☐	☐	☐	☐	☐
Layout of staircases (if present)	☐	☐	☐	☐	☐
Ease of use	☐	☐	☐	☐	☐
Comfort of seating	☐	☐	☐	☐	☐
Interior lighting	☐	☐	☐	☐	☐
Overall feel of interior	☐	☐	☐	☐	☐
Overall look of exterior	☐	☐	☐	☐	☐

Section 2

How would you rate the following? (Please tick the box that applies for each row)

This New Routemaster bus:	Very Good	Good	Neutral	Poor	Very Poor
Layout of entrances/exits	☐	☐	☐	☐	☐
Layout of staircases	☐	☐	☐	☐	☐
Ease of use	☐	☐	☐	☐	☐
Comfort of seating	☐	☐	☐	☐	☐
Interior lighting	☐	☐	☐	☐	☐
Overall feel of interior	☐	☐	☐	☐	☐
Overall look of exterior	☐	☐	☐	☐	☐

This demonstrator bus is to London specification. NBfWY features would be tailored to preferences as a result of this consultation. Would you prefer:
(Please indicate your opinion by circling the corresponding answer)

Air conditioning	or	Opening windows
Single staircase	or	Two staircases
Current London-style 'retro' interior	or	More modern interior
Next bus stop information screens	or	No next bus stop information screens
Audible next stop announcements	or	No audible next stop announcements

Any other comments regarding this vehicle?

_____

_____

_____

_____

_____

_____

All the ways we are seeking your views

- complete the survey available at the consultation events
- complete the online survey at: **firstgroup.com/nbwy**
- we will be visiting sites across West Yorkshire to get views from the public to help design the future of bus travel
- we'll publish the results online

The next steps

New Bus for West Yorkshire would initially be introduced on the busiest routes in Leeds and then extended to Bradford, Huddersfield and Halifax. It could start to be introduced within the next 18 months.

First West Yorkshire would pay for the buses, with no financial risk to local taxpayers. Delivery of the New Bus project would depend on feedback from the public consultation and adoption of the proposed bus partnership agreement as well as confirmation from West Yorkshire Combined Authority in respect of how transport strategies will align and the Transport Fund program will be phased.

For more information please visit our website:
www.firstgroup.com/nbwy

follow us @NewBusWestYorks

New Bus for West Yorkshire

Faster, smarter, greener

We want to know your views

- faster journeys
- smart ticketing
- better for the environment
- free WiFi

First

We're sharing our vision to deliver innovative and radically improved bus services in West Yorkshire and we want to know your views.

Welcome aboard a New Routemaster. We are consulting the people of West Yorkshire on our proposal to improve the way we deliver bus services. We want to know your views.

Faster boarding through extra doors

We are committed to carrying more passengers but know it can be frustrating when delays occur due to jams around the single front entry/exit. This bus has three doors so people with Smart Tickets, Prepaid Tickets and Concessionary Tickets can board at any door, only those needing to pay cash board at the front.

Faster journeys through partnership

The New Bus for West Yorkshire would be used on corridors with bus priority, including those planned to be upgraded by our partners Metro and the local councils as part of the West Yorkshire Transport Fund – which plans to achieve significant transport benefits right across West Yorkshire. Improved bus priority and improved boarding times will keep our buses moving and ensure improved journey times and better reliability.

Greener engine through technology

The New Bus for West Yorkshire is a hybrid, propelled either by its on board batteries or its own generator powered by a diesel engine. This electric drivetrain ensures a smooth ride whilst reducing fuel consumption, CO_2 emissions, Nitrogen Oxide, Hydrocarbons and Particulate Matter. Fully electric single decker buses – powered by batteries – are already in service on our York park and ride service. We are confident that this technology will continue to advance and allow us to dispense with the diesel engine and run entirely on battery power. This advance will be incorporated into future New Bus for West Yorkshire developments.

Easier payment through smart ticketing

First has invested over £2m in smartcard ticketing technology in West Yorkshire. Today we accept MCard (multi-operator tickets) as well as a range of Concessionary smart passes. We are working with our partners to develop Stored Value Smart tickets like the London Oyster-style smartcard and to sell First's own range of tickets on Smartcards. You can also now buy tickets on your Mobile Phone with our mobile ticket app. New Bus for West Yorkshire would incorporate these features to ensure faster boarding.

Improved ambience through design

This bus is currently built to London's specification, but we are keen to know which features you like or dislike. Is air conditioning important? Or opening windows for fresh air? Leather seats? Plush cushions? WiFi? Charging Sockets? Next stop screens? Audio Announcements? One staircase or two? ***Your views are important to us in our vision to improve the buses of West Yorkshire.***

First

Appendix E - New Bus for West Yorkshire Front View

Appendix F - New Bus for West Yorkshire Rear View

Appendix G – Media Coverage sample - Halifax Courier - New London-inspired buses for Halifax?' article – 16th August 2014

London's 'New Routemaster' bus could hit the streets of Halifax by 2016.

First West Yorkshire has launched a consultation on its proposal for a 'New Bus for West Yorkshire'.

The three-part proposal includes introducing a new bus based on the iconic London 'New Routemaster', introducing smart card ticketing similar to the Oyster card used in London and working with local partners to unblock hold-ups by tackling congestion hot spots, where changes to road layouts and traffic signals could reduce delays.

Paul Turner, First's head of commercial, said: "It's a bus for the future, to serve the public of the area.

"We want to test the reaction of people across West Yorkshire to the package of measures we are proposing which we believe could radically transform public transport in West Yorkshire."

First say the inclusion of multi entry and exit points on the new buses, as well as touch card ticketing would increase accessibility and cut journey times by speeding up boarding and exiting.

The buses, which celebrate the best of British design, will also have hybrid, fuel-efficient engines which will reduce C02 emissions by nearly half in comparison to diesel buses.

Mr Turner added: "The other factors that will determine whether we go ahead with this significant invesment are the completion of a bus partnership with Metro and the new West Yorkshire Combined authority.

"Negotiations have been going on between all the bus operators and Metro for a couple of years now and we need the agreement to provide the stability necessary to make major investment decisions.

"In other areas, similar partnership agreements have led to significant fare reductions and increases in passenger numbers."